

Rep Order# 6844812	Ver# 3	Status Revised	Traffic Order#	Printed: 08/28/2012 8:04 AM	1 of 2
EC'd Yes				Last Received: 08/27/2012 11:42 AM	
				Showing Buylines: All Rep & Sta Revised Lines	

Station WAVY-TV NORFOLK, VA.	Agency () MUNDY KATOWITZ MEDIA INC	Rep Firm
Advertiser () PRIORITIES USA ACTI	1322 G. STREET SE	Sales Office () PHILADELPHIA
Product PRIORITIES USA	WASHINGTON, DC 20003	Salesperson () ANJIE BRADY
Estimate# 1561	Agency C/P1/P2/E 321/340/1561	
Buyer CASEY BESSETTE	Flight Dates 09/18/2012 - 09/24/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CONTRACT COMMENT ---

CLIENT: PRIORITIES USA ACTION SC=*

--- REMARKS ---

VER 3 ISSUED TO REV PRGM LN 31

PLS CONFIRM ASAP

THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*31	SU	12A-1A	LEVERAGE	:30	\$150.00	09/23-09/23	1	1	1	\$150.00	
Buyline Comment: REVISE PRGM Sales Remark: V3 REVISE PRGM V3 Program Name Change, Comment Changed												

---REPORT TOTALS---

Report Totals: 1 / \$150.00

---SALES MONTHLY TOTALS---

Sep 12: 31 / \$18,950.00

Sales Totals: 31 / \$18,950.00

Station Totals: 31 / \$18,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---									
Market Totals		\$57,424	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%		
			WTVZ 4%	WVBT 8%	WVEC 26%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	JUL11, EJUL12
Demos	RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE